



3040 State St, Granite City, IL 62040
Ring: 1 mile radius

Latitude: 38.71821
Longitude: -90.12736

Summary Demographics

2010 Population	12,660
2010 Households	5,393
2010 Median Disposable Income	\$38,978
2010 Per Capita Income	\$23,898

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$117,699,648	\$132,787,169	\$-15,087,521	-6.0	123
Total Retail Trade (NAICS 44-45)	\$99,900,988	\$114,388,286	\$-14,487,298	-6.8	87
Total Food & Drink (NAICS 722)	\$17,798,660	\$18,398,883	\$-600,223	-1.7	36

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$23,603,873	\$13,920,343	\$9,683,530	25.8	11
Automobile Dealers (NAICS 4411)	\$20,276,219	\$11,063,029	\$9,213,190	29.4	3
Other Motor Vehicle Dealers (NAICS 4412)	\$1,876,998	\$94,775	\$1,782,223	90.4	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,450,656	\$2,762,539	\$-1,311,883	-31.1	7
Furniture & Home Furnishings Stores (NAICS 442)	\$3,042,219	\$0	\$3,042,219	100.0	0
Furniture Stores (NAICS 4421)	\$1,837,468	\$0	\$1,837,468	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,204,751	\$0	\$1,204,751	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,304,961	\$2,257,254	\$47,707	1.0	9
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,177,163	\$2,298,103	\$1,879,060	29.0	9
Building Material and Supplies Dealers (NAICS 4441)	\$3,808,099	\$2,189,868	\$1,618,231	27.0	8
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$369,064	\$108,235	\$260,829	54.6	1
Food & Beverage Stores (NAICS 445)	\$22,702,247	\$41,037,803	\$-18,335,556	-28.8	11
Grocery Stores (NAICS 4451)	\$21,670,229	\$38,217,379	\$-16,547,150	-27.6	7
Specialty Food Stores (NAICS 4452)	\$332,688	\$940,785	\$-608,097	-47.8	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$699,330	\$1,879,639	\$-1,180,309	-45.8	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,521,791	\$17,252,101	\$-14,730,310	-74.5	10
Gasoline Stations (NAICS 447/4471)	\$17,361,599	\$12,731,226	\$4,630,373	15.4	6
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,611,220	\$2,751,476	\$-140,256	-2.6	11
Clothing Stores (NAICS 4481)	\$1,617,119	\$1,534,078	\$83,041	2.6	6
Shoe Stores (NAICS 4482)	\$402,213	\$584,951	\$-182,738	-18.5	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$591,888	\$632,447	\$-40,559	-3.3	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,812,746	\$776,124	\$1,036,622	40.0	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$936,516	\$776,124	\$160,392	9.4	6
Book, Periodical, and Music Stores (NAICS 4512)	\$876,230	\$0	\$876,230	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

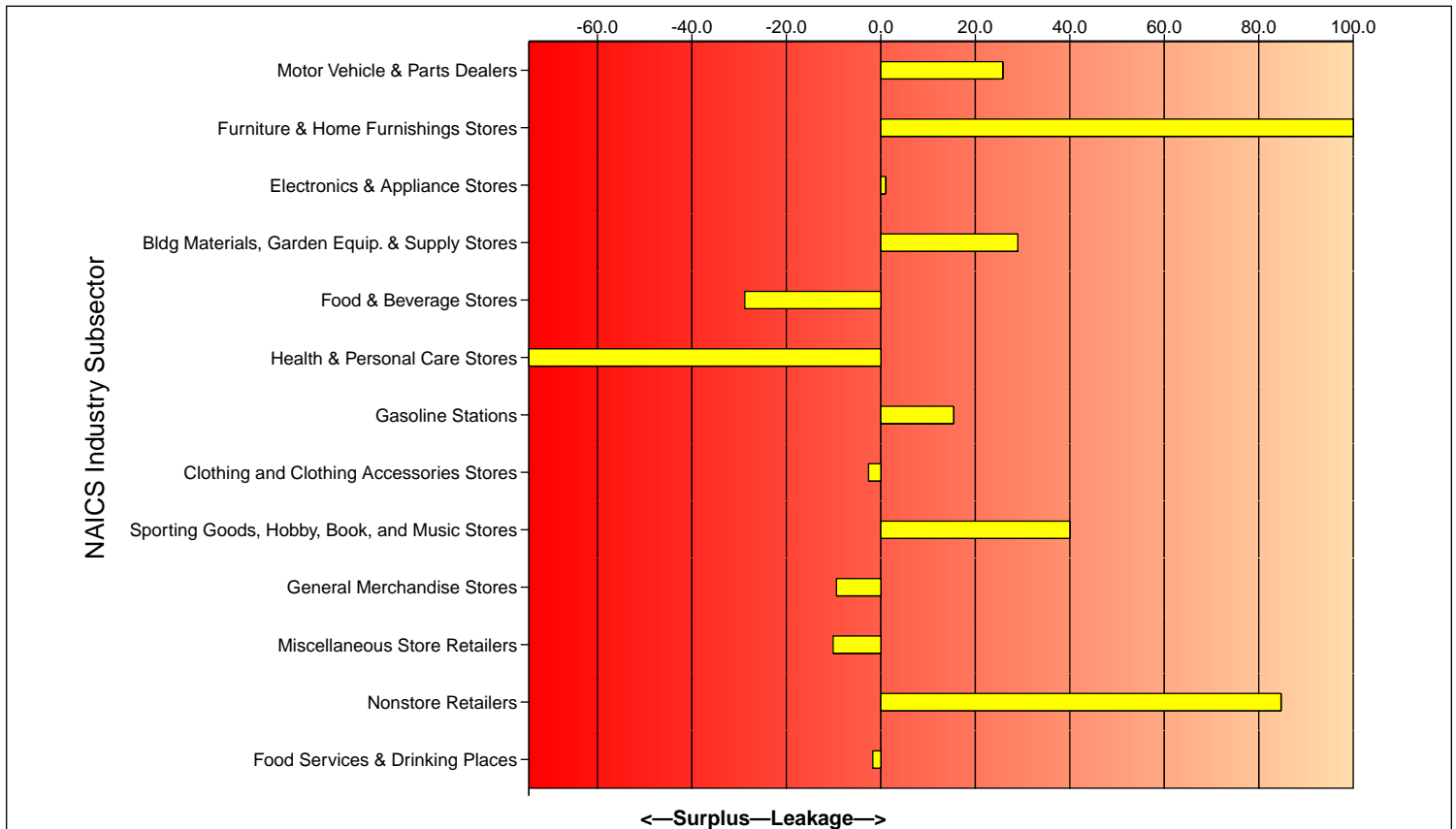


3040 State St, Granite City, IL 62040
Ring: 1 mile radius

Latitude: 38.71821
Longitude: -90.12736

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$16,104,485	\$19,457,755	\$-3,353,270	-9.4	4
Department Stores Excluding Leased Depts. (NAICS 4521)	\$11,906,151	\$0	\$11,906,151	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$4,198,334	\$19,457,755	\$-15,259,421	-64.5	4
Miscellaneous Store Retailers (NAICS 453)	\$1,403,077	\$1,719,885	\$-316,808	-10.1	10
Florists (NAICS 4531)	\$298,518	\$158,535	\$139,983	30.6	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$414,867	\$714,775	\$-299,908	-26.5	3
Used Merchandise Stores (NAICS 4533)	\$177,359	\$566,632	\$-389,273	-52.3	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$512,333	\$279,943	\$232,390	29.3	4
Nonstore Retailers (NAICS 454)	\$2,255,607	\$186,216	\$2,069,391	84.7	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$738,613	\$0	\$738,613	100.0	0
Vending Machine Operators (NAICS 4542)	\$619,493	\$186,216	\$433,277	53.8	1
Direct Selling Establishments (NAICS 4543)	\$897,501	\$0	\$897,501	100.0	0
Food Services & Drinking Places (NAICS 722)	\$17,798,660	\$18,398,883	\$-600,223	-1.7	36
Full-Service Restaurants (NAICS 7221)	\$8,922,448	\$9,342,886	\$-420,438	-2.3	20
Limited-Service Eating Places (NAICS 7222)	\$7,067,950	\$8,507,059	\$-1,439,109	-9.2	12
Special Food Services (NAICS 7223)	\$449,263	\$0	\$449,263	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,358,999	\$548,938	\$810,061	42.5	4

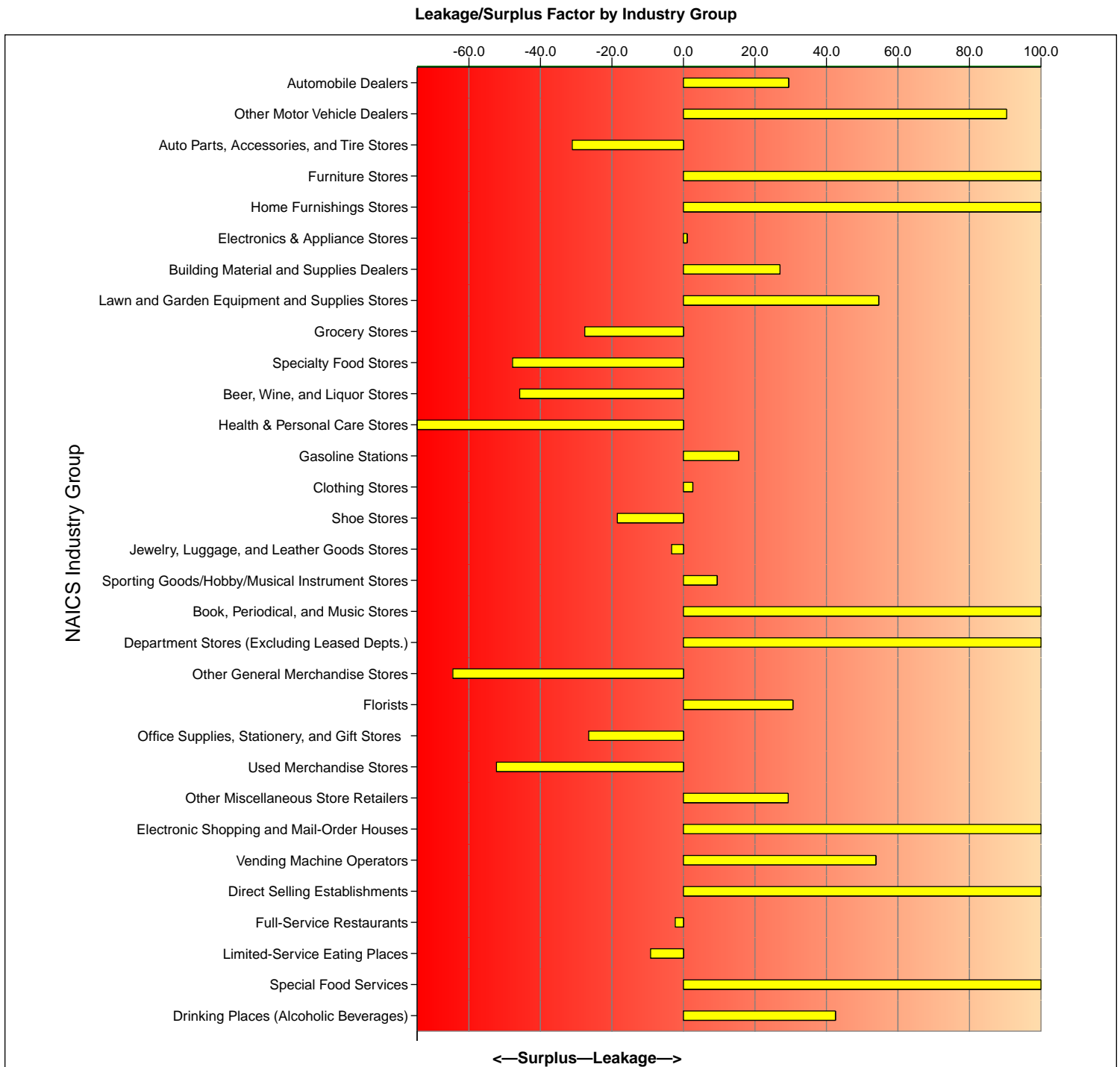
Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

3040 State St, Granite City, IL 62040
Ring: 1 mile radius

Latitude: 38.71821
Longitude: -90.12736



Sources: Esri and Infogroup



3040 State St, Granite City, IL 62040
Ring: 3 miles radius

Latitude: 38.71821
Longitude: -90.12736

Summary Demographics

2010 Population	38,904
2010 Households	16,138
2010 Median Disposable Income	\$36,494
2010 Per Capita Income	\$21,778

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$334,755,747	\$251,146,123	\$83,609,624	14.3	281
Total Retail Trade (NAICS 44-45)	\$284,624,745	\$218,095,767	\$66,528,978	13.2	198
Total Food & Drink (NAICS 722)	\$50,131,002	\$33,050,356	\$17,080,646	20.5	83

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$67,791,253	\$41,292,521	\$26,498,732	24.3	39
Automobile Dealers (NAICS 4411)	\$58,240,845	\$35,678,287	\$22,562,558	24.0	20
Other Motor Vehicle Dealers (NAICS 4412)	\$5,447,961	\$1,035,231	\$4,412,730	68.1	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,102,447	\$4,579,003	\$-476,556	-5.5	17
Furniture & Home Furnishings Stores (NAICS 442)	\$8,521,118	\$1,502,437	\$7,018,681	70.0	5
Furniture Stores (NAICS 4421)	\$5,163,735	\$803,951	\$4,359,784	73.1	2
Home Furnishings Stores (NAICS 4422)	\$3,357,383	\$698,486	\$2,658,897	65.6	3
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$6,527,651	\$4,098,142	\$2,429,509	22.9	17
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$11,692,932	\$4,392,296	\$7,300,636	45.4	20
Building Material and Supplies Dealers (NAICS 4441)	\$10,651,789	\$4,077,120	\$6,574,669	44.6	17
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,041,143	\$315,176	\$725,967	53.5	3
Food & Beverage Stores (NAICS 445)	\$64,512,625	\$57,212,228	\$7,300,397	6.0	26
Grocery Stores (NAICS 4451)	\$61,587,200	\$52,413,263	\$9,173,937	8.0	18
Specialty Food Stores (NAICS 4452)	\$945,473	\$1,411,593	\$-466,120	-19.8	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,979,952	\$3,387,372	\$-1,407,420	-26.2	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$7,147,518	\$19,507,595	\$-12,360,077	-46.4	14
Gasoline Stations (NAICS 447/4471)	\$49,868,646	\$36,771,184	\$13,097,462	15.1	16
Clothing and Clothing Accessories Stores (NAICS 448)	\$7,378,680	\$2,909,085	\$4,469,595	43.4	12
Clothing Stores (NAICS 4481)	\$4,562,432	\$1,691,687	\$2,870,745	45.9	7
Shoe Stores (NAICS 4482)	\$1,152,022	\$584,951	\$567,071	32.6	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,664,226	\$632,447	\$1,031,779	44.9	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$5,141,570	\$1,382,281	\$3,759,289	57.6	13
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,650,566	\$1,143,003	\$1,507,563	39.7	11
Book, Periodical, and Music Stores (NAICS 4512)	\$2,491,004	\$239,278	\$2,251,726	82.5	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

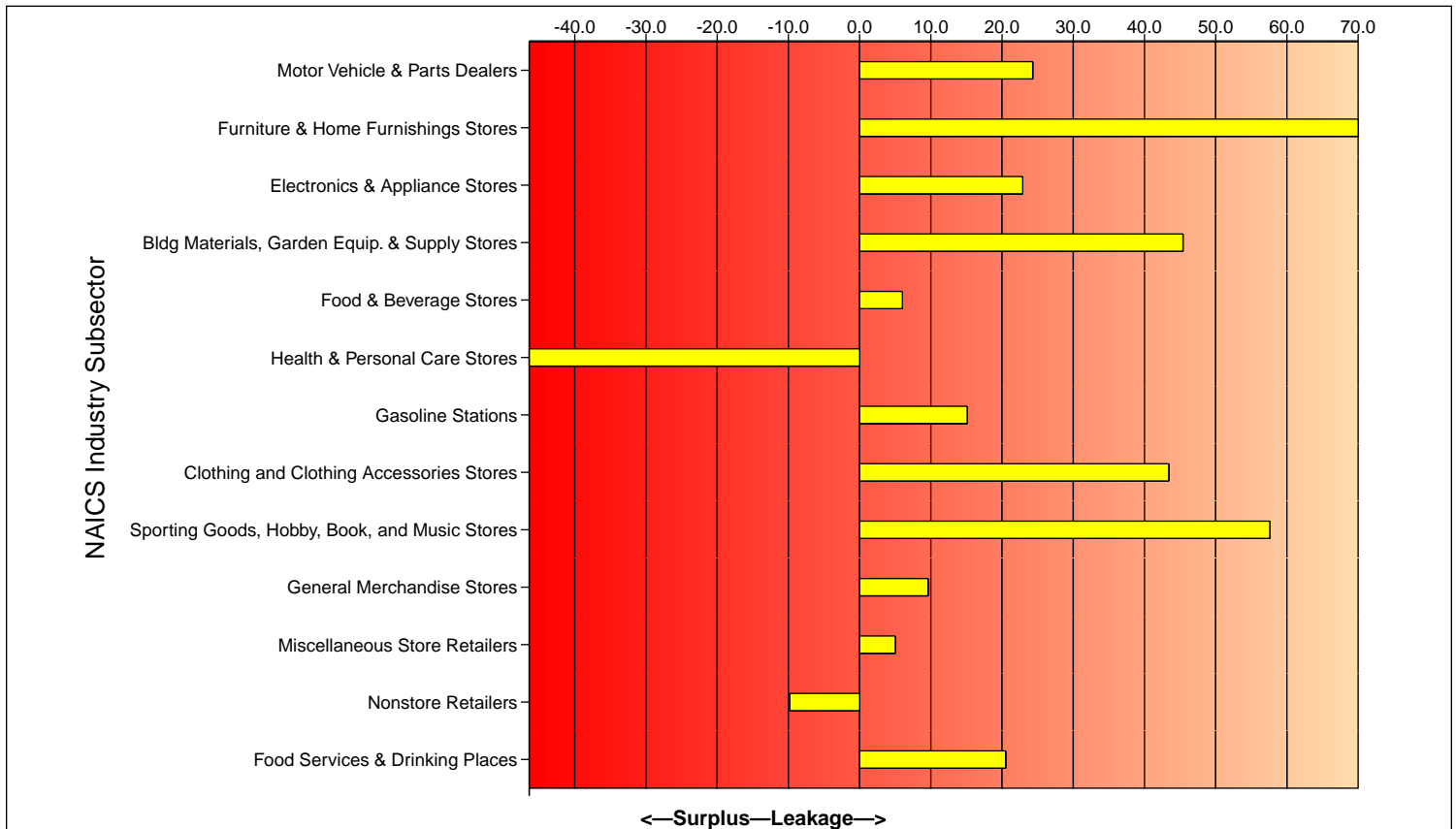
Sources: Esri and Infogroup

3040 State St, Granite City, IL 62040
Ring: 3 miles radius

Latitude: 38.71821
Longitude: -90.12736

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$45,636,423	\$37,605,937	\$8,030,486	9.6	9
Department Stores Excluding Leased Depts. (NAICS 4521)	\$33,711,810	\$9,400,077	\$24,311,733	56.4	1
Other General Merchandise Stores (NAICS 4529)	\$11,924,613	\$28,205,860	\$-16,281,247	-40.6	8
Miscellaneous Store Retailers (NAICS 453)	\$3,980,551	\$3,600,058	\$380,493	5.0	23
Florists (NAICS 4531)	\$840,164	\$829,705	\$10,459	0.6	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,169,868	\$763,514	\$406,354	21.0	4
Used Merchandise Stores (NAICS 4533)	\$499,642	\$645,675	\$-146,033	-12.8	5
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,470,877	\$1,361,164	\$109,713	3.9	9
Nonstore Retailers (NAICS 454)	\$6,425,778	\$7,822,003	\$-1,396,225	-9.8	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,096,565	\$4,752,327	\$-2,655,762	-38.8	1
Vending Machine Operators (NAICS 4542)	\$1,758,806	\$3,017,272	\$-1,258,466	-26.3	3
Direct Selling Establishments (NAICS 4543)	\$2,570,407	\$52,404	\$2,518,003	96.0	1
Food Services & Drinking Places (NAICS 722)	\$50,131,002	\$33,050,356	\$17,080,646	20.5	83
Full-Service Restaurants (NAICS 7221)	\$25,127,421	\$12,667,558	\$12,459,863	33.0	33
Limited-Service Eating Places (NAICS 7222)	\$19,978,167	\$16,156,311	\$3,821,856	10.6	25
Special Food Services (NAICS 7223)	\$1,268,886	\$692,412	\$576,474	29.4	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$3,756,528	\$3,534,075	\$222,453	3.1	22

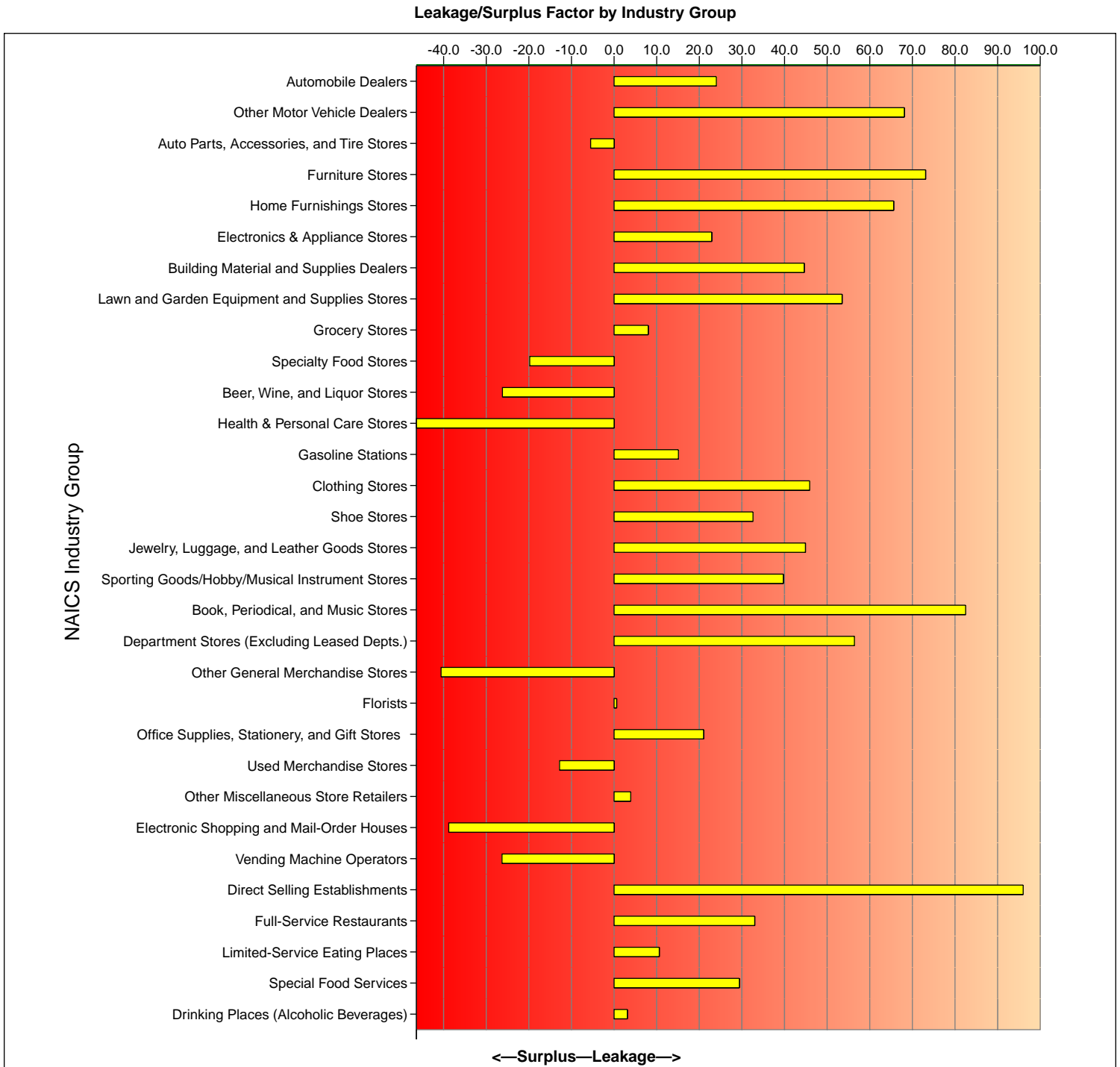
Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

3040 State St, Granite City, IL 62040
Ring: 3 miles radius

Latitude: 38.71821
Longitude: -90.12736



Sources: Esri and Infogroup



3040 State St, Granite City, IL 62040
Ring: 5 miles radius

Latitude: 38.71821
Longitude: -90.12736

Summary Demographics

2010 Population	58,595
2010 Households	23,725
2010 Median Disposable Income	\$36,402
2010 Per Capita Income	\$21,262

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$488,545,023	\$409,806,094	\$78,738,929	8.8	385
Total Retail Trade (NAICS 44-45)	\$415,397,747	\$354,752,054	\$60,645,693	7.9	265
Total Food & Drink (NAICS 722)	\$73,147,276	\$55,054,040	\$18,093,236	14.1	120

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$99,698,475	\$52,800,662	\$46,897,813	30.8	54
Automobile Dealers (NAICS 4411)	\$85,874,105	\$44,325,564	\$41,548,541	31.9	28
Other Motor Vehicle Dealers (NAICS 4412)	\$7,862,214	\$3,240,126	\$4,622,088	41.6	8
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$5,962,156	\$5,234,972	\$727,184	6.5	18
Furniture & Home Furnishings Stores (NAICS 442)	\$12,729,234	\$2,424,810	\$10,304,424	68.0	7
Furniture Stores (NAICS 4421)	\$7,720,379	\$1,231,781	\$6,488,598	72.5	3
Home Furnishings Stores (NAICS 4422)	\$5,008,855	\$1,193,029	\$3,815,826	61.5	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$10,089,812	\$4,310,967	\$5,778,845	40.1	19
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$16,871,943	\$7,931,647	\$8,940,296	36.0	28
Building Material and Supplies Dealers (NAICS 4441)	\$15,319,508	\$7,586,876	\$7,732,632	33.8	24
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,552,435	\$344,771	\$1,207,664	63.7	4
Food & Beverage Stores (NAICS 445)	\$92,627,720	\$72,743,991	\$19,883,729	12.0	38
Grocery Stores (NAICS 4451)	\$88,531,388	\$66,094,116	\$22,437,272	14.5	27
Specialty Food Stores (NAICS 4452)	\$1,358,517	\$2,394,328	\$-1,035,811	-27.6	6
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,737,815	\$4,255,547	\$-1,517,732	-21.7	5
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$10,542,890	\$19,621,905	\$-9,079,015	-30.1	15
Gasoline Stations (NAICS 447/4471)	\$72,942,377	\$94,903,373	\$-21,960,996	-13.1	25
Clothing and Clothing Accessories Stores (NAICS 448)	\$11,797,788	\$3,279,767	\$8,518,021	56.5	15
Clothing Stores (NAICS 4481)	\$7,593,982	\$2,062,369	\$5,531,613	57.3	10
Shoe Stores (NAICS 4482)	\$1,766,879	\$584,951	\$1,181,928	50.3	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,436,927	\$632,447	\$1,804,480	58.8	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$7,406,611	\$1,861,931	\$5,544,680	59.8	18
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,758,233	\$1,333,464	\$2,424,769	47.6	14
Book, Periodical, and Music Stores (NAICS 4512)	\$3,648,378	\$528,467	\$3,119,911	74.7	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

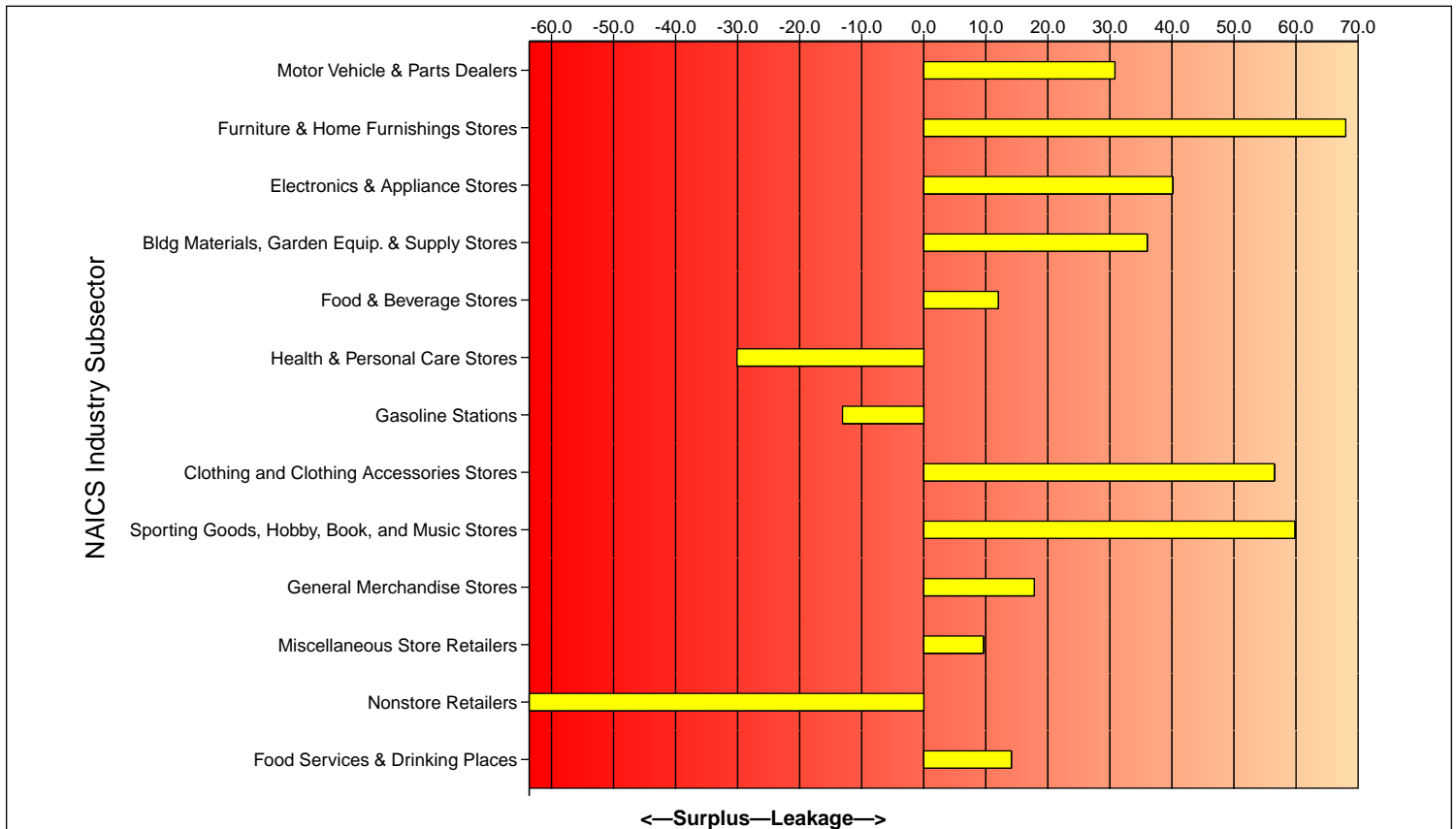
Sources: Esri and Infogroup

3040 State St, Granite City, IL 62040
Ring: 5 miles radius

Latitude: 38.71821
Longitude: -90.12736

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$64,706,519	\$45,117,899	\$19,588,620	17.8	10
Department Stores Excluding Leased Depts. (NAICS 4521)	\$47,536,725	\$14,420,597	\$33,116,128	53.4	1
Other General Merchandise Stores (NAICS 4529)	\$17,169,794	\$30,697,302	\$-13,527,508	-28.3	9
Miscellaneous Store Retailers (NAICS 453)	\$6,032,534	\$4,975,670	\$1,056,864	9.6	28
Florists (NAICS 4531)	\$1,174,191	\$1,067,720	\$106,471	4.7	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,750,769	\$1,135,692	\$615,077	21.3	5
Used Merchandise Stores (NAICS 4533)	\$700,465	\$820,294	\$-119,829	-7.9	6
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,407,109	\$1,951,964	\$455,145	10.4	11
Nonstore Retailers (NAICS 454)	\$9,951,844	\$44,779,432	\$-34,827,588	-63.6	8
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,632,514	\$31,198,021	\$-27,565,507	-79.1	2
Vending Machine Operators (NAICS 4542)	\$2,670,065	\$12,219,237	\$-9,549,172	-64.1	3
Direct Selling Establishments (NAICS 4543)	\$3,649,265	\$1,362,174	\$2,287,091	45.6	3
Food Services & Drinking Places (NAICS 722)	\$73,147,276	\$55,054,040	\$18,093,236	14.1	120
Full-Service Restaurants (NAICS 7221)	\$35,968,979	\$18,391,223	\$17,577,756	32.3	51
Limited-Service Eating Places (NAICS 7222)	\$29,052,683	\$22,994,660	\$6,058,023	11.6	31
Special Food Services (NAICS 7223)	\$2,775,720	\$1,161,858	\$1,613,862	41.0	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,349,894	\$12,506,299	\$-7,156,405	-40.1	34

Leakage/Surplus Factor by Industry Subsector

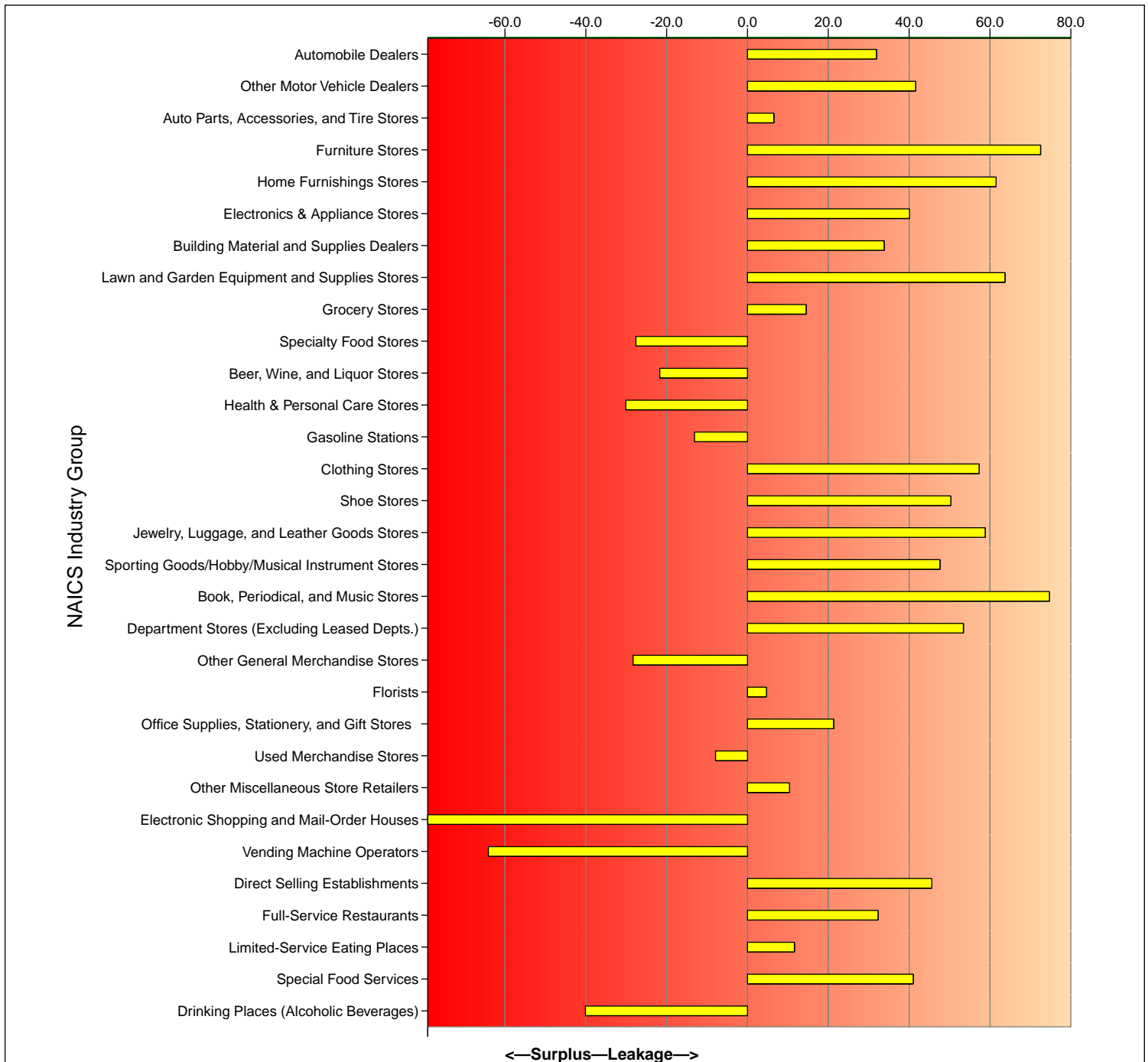


Sources: Esri and Infogroup

3040 State St, Granite City, IL 62040
Ring: 5 miles radius

Latitude: 38.71821
Longitude: -90.12736

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup